



Media Promotion Role of Economic Vocabulary: Specific Features and Functions in Presentation and Advertisement

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ABSTRACT

The article is devoted to studying the media promotion role of economic vocabulary in the media discourse. The aim of the study is realized in the content analysis of the economic vocabulary in promotion and advertisement. We identify the features and functions of economic vocabulary in promo and advertising discourse. The paper deals with the interpretative analysis of economic lexicon in different types of media texts. The complex methods of semantic and pragmatic, functional and interpretative analysis of the realization of the economic vocabulary in the media discourse are used. The article reveals functional specificity of presentation texts and advertising texts. We carry out an analysis of economic vocabulary and phraseology which are used in presentation and advertising as one of their components. On the basis of the received results we reveal specific features and functional specificities of economic vocabulary usage in presentation and advertising texts. The ways of analysis are useful for development of cognitive linguistics, socio- and psycholinguistics, semantics, pragmatics, lexicology, stylistics, discourse linguistics,

media linguistics, cultural linguistics, and communication theory. In the article, we establish that presentation and advertising texts have almost the same purposes, their structural components have their specific features. Both economic presentation and economic advertisement have structure which is convenient for the auditorium to apprehend information. The main structural parts of presentation and advertisement are similar. Economic terms in media presentations make the economic vocabulary cultural determined. Terms in economic advertisements are used quite rare but there can be realities, symbols and concepts. The expressive stylistic means are also used in such advertisements: neologisms, attributive phrases, slangy words, jargons, metaphors and others.

Keywords: economic vocabulary, economic discourse, media discourse, promotion, presentation, advertisement, PR

INTRODUCTION

Economic vocabulary is not limited by bank, tax, and customs documents as economic vocabulary can be met not only in economic discourse but also in other discourses. In the article we discuss the media promotion role of economic vocabulary in the media discourse.

The research aim is showing up functional features of economic vocabulary in texts of presentation slides and advertising texts. Problems are: 1) to reveal functional specificity of presentation texts and advertising texts; 2) to carry out an analysis of economic vocabulary and phraseology which are used in presentation and advertizing as one of their components; 3) on the basis of the received results to reveal specific features and functional specificities of economic vocabulary usage in presentation and advertising texts.

Object of the research is the economic vocabulary and phraseology. Features of functioning of this vocabulary and phraseology in presentation and advertising texts make the subject of the research. Material source for objective data acquisition are texts of presentation slides, advertising texts and their translations. We were interested mostly in presentation and advertising texts of economic character as economic lexical and phraseological units were researched.

LITERATURE REVIEW

The theoretical base of our research is formed by many domestic and foreign scientists in the field of cognitive linguistics, pragmalinguistics, socio- and psycholinguistics, discourse linguistics, cultural linguistics, intercultural communication, of discourse and influence theories (Aberncthy, 1992; Alesandrini, 1983; Aleshchanova et al., 2017; Arredondo, 1998; Azarova, 2007; Bondareva, 2016; Chilton, 2004; Dijk, 1997; Franssila, 2013; Jamieson, Campbell, 1997; Porchesku, 2006; Tameryan et al., 2018a,b; Thomson, 1977; Volskaya et al., 2018; Wilson, 1990; Zelenskaya, 2006; Zelenskaya et al., 2018, etc.).

In the research the complex methods of semantic and pragmatic, functional and interpretative analysis of the realization of the economic vocabulary in the media discourse. The ways of analysis are useful for development of cognitive linguistics, socio- and psycholinguistics, semantics, pragmatics, lexicology, stylistics, discourse linguistics, media linguistics, cultural linguistics, and communication theory.

According to the thesaurus method the term “economics” is a social science concerned chiefly with description and analysis of the production, distribution, and consumption of goods and services (MWUD, 2010). Also it is a condition of region or social group as

regards material prosperity. Thus we consider that all things and phenomena, subject matter of which corresponds with one of the above stated definitions, are related with concept “economic”.

Appearance of such technical inventions as TV and Internet, development of mass media contributed to the further spread of advertisement and PR. Nowadays neither goods nor services can be successful without preliminary promotion. Advertisement and presentation are the means of such promotion. These text types can be addressed to different readers. That’s why we can’t say that they are special ones. They have common aims: to provide the definite reaction and sometimes to induce to the concrete action. However, besides these text types have common aims, they have different features.

RESULTS AND DISCUSSION

Presentation (from Lat. praesentatio – representation) is a formal presentation of the newly established enterprise, business, project or product to a range of invitees (Rayzberg, Lozovsky, & Starodubtsev, 2005, 321). The presentation should give as much interesting and useful information about the goods and enterprise itself as possible. Also it should convince addressee that the enterprise is worthy cooperation and its goods are the most useful and qualitative. To achieve this goal it is necessary to combine precision, informative content and maximum expressiveness at the same time.

Advertising is one of the basic means of marketing communications. Advertisement is something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement (MWUD, 2010). Imagery is the purpose of the advertising text. That’s why it has a number of specific linguistic features which give the advertisement imagery and expression.

As a rule both economic presentation and economic advertisement have structure which is convenient for the auditorium to apprehend information. The main structural parts of presentation and advertisement are similar:

both text/discourse types in the media discourse begin with a title after which there is a main text and a phrase/phrases finishing presentation or advertisement.

However, every structural part of these text types has its own specific features. These features determine the presence of definite economic lexical and phraseological units.

The first slide of economical presentation contains the title which represents the essence of the whole presentation. The title may consist of one phrase or some phrases.

For example,

«*Technology Commercialisation. Business Development*» (SCSDT, 2009).

This slide also contains information about the author of the presentation and contact information. Unlike the advertisement title, which aim is to attract attention of the addressee and to kindle their interest, presentation title doesn’t have such a function. Its main function is an informative function.

The aim of the advertisement title is to attract reader’s or listener’s attention to the advertised goods or services.

For example,

advertisement of one of the Citibank services begins with the following title:

«*Transfers at-a-glance*».

It attracts the addressee and affects the group of potential consumers the advertisement is addressed to.

The first part of this title is the economic term «*transfer*», while the second part of this title is the idiom «*at-a-glance*» which gives it imagery and expression. Thus, advertisement title contains economic vocabulary mostly with special communicative orientation and specific linguistic features.

Presentation text can be a report which is divided into slides. To achieve the maximum effect it has to be convenient for the visual perception. Some photos, schemes, tables or maps can be added to the text.

It can be said that "...the global aim of every presentation is persuasion" (Arredondo, 1998, 51). With the help of the presentation the reporter persuades the listeners that his enterprise is worth cooperation or that his goods are the most necessary and qualitative. During the short period of time the reporter has to form the definite opinion about his firm and its work. Sometimes the aim of the presentation is to persuade the listeners to do some activities, for example to buy something or to contract. To achieve this goal it is necessary to combine precision, informative content, and maximum expression at the same time. Russian and English have differences in the system of terms and expressive means used in presentation texts.

One of the main tasks of the economic presentation is narrative accuracy and giving picturesqueness and "elegancy" to a dry financial language. The commercial text has to be not only competent but also impressive.

Constantly recurring images, labels, and examples are often used in the text of presentation (Azarova, 2007, 22). The author of the presentation can choose some impressive attributes and use the name of his product with these attributes. In this case it can be said with certainty that towards the end of the presentation all the listeners will think that this product is unique and the only one of its kind, i.e. with the same words which the author of the presentation used (Azarova, 2007, 22). However, the presentation mustn't be transformed into an advertisement.

For example,

the author of one of the presentations at the Seminar on Commercialisation of Sensor and Detector Technologies used the following attributes:

unique well developed manufacturing technology,

unique interface,

potential value,

unique characteristic (SCSDT, 2009).

The vocabulary of the presentation is quite complex. An economic presentation is created for specialists in the branch of economy activity. That's why its lexicon is presented mostly by economic terms.

For example,

investment,

consultancy,

consortium,

funder,

business model.

However, lexical units which make the economic vocabulary cultural determined may occur in such presentations.

For example,

in the presentations for the Seminar on Commercialisation of Sensor and Detector Technologies semantic neologisms (*angel*, *spinout*, *feasibility*) and acronyms (*VACME!* *TME*) were used.

In Great Britain *angels* are businessmen who finance scientific research at the expense of their own money. They use a new investment principle without pledge or guarantee. They support research and have the share in a company.

VACME! is decoded as «Value Added Commercial Management with Enthusiasm!» in original language.

TME is Technology Market Evaluation.

Terms *feasibility* and *spinout* were also used in the English presentations.

Advertizing is one of the basic means of marketing communications. Advertisement texts must contain actual data. They have to be understood accurately. The main aim of advertising language is to create an impression. Impressiveness is the base of the advertisement; imagery, picturesqueness, and impressiveness are the main means of advertisement creation (Nikolenko & Gulakova, 2004, 49).

Since advertisement is designed for a wide range of consumers common words prevail in it, even in the economic advertisement. Terms in such advertisements are used quite rare but there can be realities, symbols and concepts. Thus, a symbol expresses main points of purchase motivation.

For example, an automobile symbolizes definite prestige and status of a person.

Economic lexicon tinged with stylistics can be used in advertizing texts:

- neologisms (*bancomat*, *bank card*, etc.),
- slangy words (*ackers*, *soap*, *rubbish for «money»*, etc.),
- jargons (*cly*, *cole*, *gelt for «money»*, etc.),
- professionalisms (*leverage*, *widow and orphan stock*, etc.) and others.

Metaphors are used in advertisements quite often (*where money lives*, *to give him green light*, *roller-coaster stock market*, etc.). Expressiveness and brevity are the base of advertising function of these figures of speech. That's why they attract attention of the addressee.

Attributive phrases are also very important in advertising texts. As one of the most important components of the advertising texts is a description of the advertised goods or services, attributive combinations with adverbs or adjectives are necessary in these texts (*extensive range*, *one of Europe's leading banks*, *wholesale bank*, *reliable*, *worldwide bank*).

The usage of personal pronouns and possessive adjectives is also special in advertisements. The following communicative model is often used:

“*we*, *our*” – for marking the advertiser,

“*you*, *your*” – to address to a potential customer,

“*they*, *their*” – to refer to possible competitors.

For example:

we appreciate global thinking, we offer you whenever you wish, if you like.

The usage of imperative constructions is also quite important:

*develop the capability to orchestrate, lead and manage organizational change;
gain a broad perspective on leading your organization;
create strategies.*

A slogan concludes the advertisement as a rule. "Slogan is a brief attention-getting phrase used in advertising or promotion" (MWUD, 2010). The purpose of the slogan is to attract attention to the advertised object. Lexical expressive means help to achieve this goal. They make the slogan more original, memorable, and remarkable.

For example, the slogan of Citibank is "Citi never sleeps" (OpenGuru, 2008).

Every night you sleep.

But your dreams are widddee awake,

Because ambitions never sleep,

Aspirations never sleep,

Goals never sleep,

Hopes never sleep,

Opportunities never sleep,

The world never sleeps.

That's why we work around the world

That's why we work around the clock

to turn dreams into reality.

That's why Citi never sleeps

https://www.youtube.com/watch?v=2s_IVOCfUXQ.

The author used the metaphor while creating this slogan.

The stages of advertising texts creation: the identification of characteristic features of advertising language, understanding of their impact on the rational and the emotional spheres of the recipient's consciousness. The advertiser must forecast the linguistic and ethnic reaction of an ordinary consumer. This forecast is based on the advertiser's knowledge of national psychology peculiarities, cultural and historical traditions.

CONCLUSION

In conclusion we can say that media promotion role of economic vocabulary is shown in its specific features and functions in presentation and advertisement in the media discourse.

- 1) In spite of the fact that presentation and advertising texts have almost the same purposes, their structural components have their specific features.
- 2) Both economic presentation and economic advertisement have structure which is convenient for the auditorium to apprehend information. The main structural parts of presentation and advertisement are similar. However, every structural part of these text types has its own specific features which determine the presence of definite economic lexical and phraseological units.
- 3) The lexicon of economic presentation in media discourse is presented mostly by economic terms but lexical units which make the economic vocabulary cultural determined may occur in such presentations. Terms in economic advertisements are used quite rare but there can be realities, symbols, and concepts. The expressive

stylistic means are also used in such advertisements: neologisms, attributive phrases, slangy words, jargons, metaphors and others.

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